

Center of Excellence for Infant and Early Childhood Mental Health Consultation

Sample Social Media Content



THE CENTER OF EXCELLENCE FOR
Infant and Early Childhood
Mental Health Consultation

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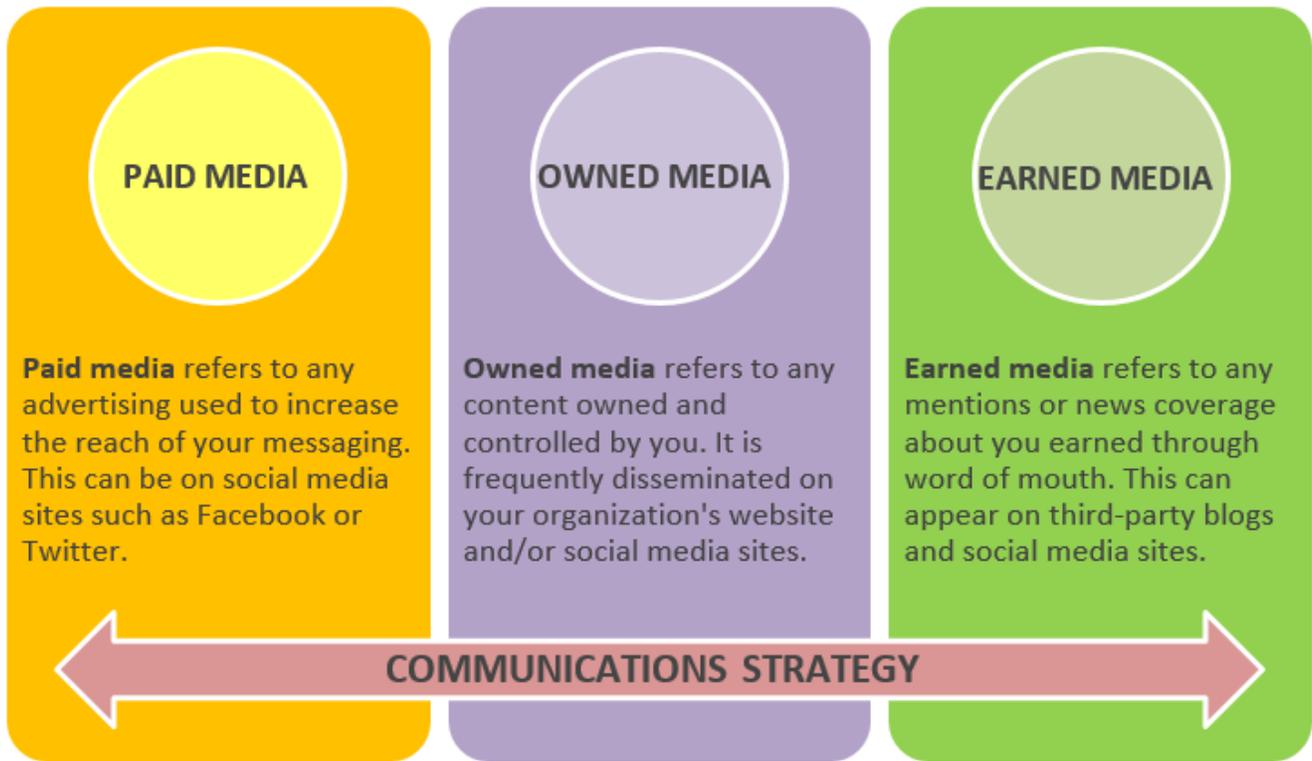
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Social Media Content

Building a social media presence on sites such as Facebook, Twitter, LinkedIn, YouTube, Instagram and Google+ should be a core pillar of your communications strategy. Working in tandem with other communications efforts, such as messaging and earned media, social media is an important tool for engaging key audiences, shaping policy conversations and advancing your program goals.

The role of social media in paid media, owned media and earned media efforts is captured below.



Media Type	Definition
Paid Media	Refers to any advertising used to increase the reach of your messaging.
Owned Media	Refers to any content owned and controlled by you. It is frequently disseminated on your organization’s website and/or social media sites.
Earned Media	Refers to any mentions or news coverage about you earned through word of mouth. This can appear on third-party blogs and social media sites.



Why Social Media?

Increase your reach

Social media allows you to disseminate your message to a broader audience than other communications channels without the geographical restrictions of formats such as print, radio or TV. According to online statistics portal Statista, up to 78% of Americans had a social media profile in 2016¹ and about 62% obtain their news from social media sites², with the prominence and use of these sites expected to increase across all age groups. Almost 35% of all social media users are now 45 years and older³.

Participate in conversations on infant and early childhood mental health

Social media allows you to participate in real-time conversations occurring online. For example, on any given month, there may be up to 2,000 mentions of the keyword “early childhood mental health” on social media sites with a potential reach of 9.1 million online users⁴, providing ample opportunity to advance your message. By participating in existing conversations around relevant topics, you can increase the volume of people who see your content.

Increase awareness about mental health consultation (MHC)

While there is already significant conversation on social media about infant and early childhood mental health, “mental health consultation” is mentioned less frequently. Social media is key to ensuring this emerging field becomes part of the broader conversation on children’s mental health and to solidifying its importance among policymakers and the general public.

Whether you are building a social media presence from scratch or expanding your social media footprint, this section provides some considerations and best practices for engaging on social media.

¹ Statista, “Percentage of U.S. population with a social media profile from 2008-2016”:

<https://www.statista.com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/>

² Pew Research Center, “News use across social media platforms 2016”: <http://www.journalism.org/2016/05/26/news-use-across-social-media-platforms-2016/>

³ Adweek, “Infographic: Who’s really using Facebook, Twitter, Pinterest, Tumblr and Instagram in 2015”:

<http://www.adweek.com/news/advertising-branding/new-social-stratosphere-who-using-facebook-twitter-pinterest-tumblr-and-instagram-2015-and-beyond-1622> Accessed March, 14, 2017.

⁴ Data from [NUVI](#) (Social Listening Tool)

Setting Goals

Content built for social media is typically designed to achieve a specific goal that may fall under the following three categories: awareness, engagement and conversions. These are examples of goals you might focus on as you are developing your social media strategy:

AWARENESS GOALS

Grow Followers

Increase the number and quality of followers across social platforms

Amplify Reach

Increase the number of unique users reached through social content

Increase Impressions

Boost the number of times social content was displayed

ENGAGEMENT GOALS

Grow Interactions

Increase the volume of interactions with your social content such as clicks, likes, comments, shares, retweets

Build Positive Sentiment

Increase positive vs. negative mentions on social channels

CONVERSION GOALS

Increase Actions

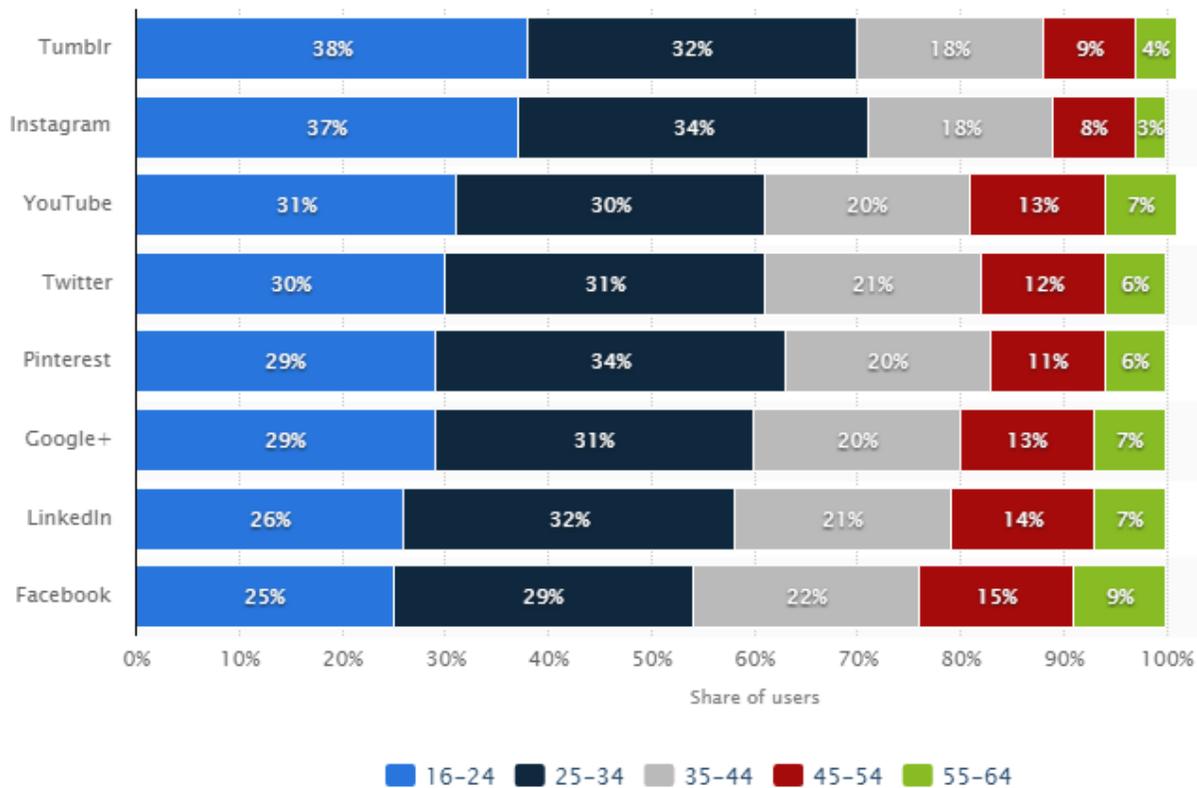
Create content to drive specific actions such as downloads or e-mail sign-ups

Define Your Audience

Identifying your audience and where to reach them on social media is a critical first step before deciding which social media platform/s to focus on. It is not important to be on every social media platform, especially if you do not have the time and resources to maintain these presences. Each platform has its own community and the content you generate should be tailored to that particular community. Therefore, the content may differ depending on where it will appear. What is important here is that you choose the right platforms that align most strategically with your goals.

Factors such as age, gender, ethnicity, education level and household income of the audiences you are aiming to reach will impact the social media platforms you choose to focus on. For example, the chart below captures the average age groups of users on each major social media platform, which can help inform your decision.

Percentage of Social Media Users by Age Group



Platform	16-24 year olds	25-34 year olds	35-44 year olds	45-54 year olds	55-64 year olds
Tumblr	38%	32%	18%	9%	4%
Instagram	37%	34%	18%	8%	3%
YouTube	31%	30%	20%	13%	7%
Twitter	30%	31%	21%	12%	6%
Pinterest	29%	34%	20%	11%	6%
Google+	29%	31%	20%	13%	7%
LinkedIn	26%	32%	21%	14%	7%
Facebook	25%	29%	22%	15%	9%

Source: [Statista](#)

Establish Voice and Tone

Social media content is more informal and conversational in tone than other forms of communication. It is common to find incomplete sentences and improper punctuation on social media sites – it almost has a grammar unto itself. For example, the tweet below uses “2” instead of “to” in order to decrease the number of characters used. It is also common to see a user’s official Twitter handle referenced (e.g. @CDCgov instead of just “CDC”), to increase the reach and engagement of social media content.





EDC @EDCtweets · Dec 9

New @CDCgov mortality data shows need 2 double-down on #suicideprevention: bit.ly/ActionAlliance... ...@ActionAlliance @SPRCtweets @ZSInstitute

Tweet from EDC (@EDCtweets) from December 9thNew @CDCgov mortality data shows need 2 double-down on #suicideprevention: [bit.ly/Action Alliance...](http://bit.ly/ActionAlliance...) ...@Action Alliance @SPRCtweets @ZSInstitute

You'll want to choose a communication style and 'persona' on social media that's right for you. Striking the right tone is a constantly evolving process depending on how your content performs and what your audience is responding to most positively.

Consider Content Length

Social media content is short and concise. Think of it as a headline aimed at enticing audiences to click to learn more. While Twitter is the only platform with a strict character limit of 140 characters, writing with brevity is important across all social media sites. Use a link shortener like bit.ly to reduce the length of URLs you include in your posts.

The example below illustrates how a longer Facebook post can be truncated to work within Twitter's character limit, while conveying a similar message.

Facebook Post: When preschoolers are given access to mental health services, expulsions are reduced by as much as 47%, yet only 1 in 5 pre-K teachers have specific training on facilitating children's social and emotional growth. Learn how the emerging field of mental health consultation can help young children succeed in life: <http://bit.ly/2gxtWEZ>. [337 characters]

Tweet: Learn about the emerging field of #MentalHealthConsultation & how it can help #PreK kids succeed in life: <http://bit.ly/2gxtWEZ> [128 characters]



Use Hashtags Appropriately

Including popular and relevant hashtags in your social content can increase the reach of your posts, but they should not be used in all contexts. Here is a guide to hashtag use.

Social Media Platform	Use Hashtags Y/N	Rationale
 Facebook	N	Facebook posts without a hashtag outperform those with a hashtag and do not increase reach. Only use them if content is associated with a specific campaign to help searchability.
 Twitter	Y	Tweets with hashtags receive twice as much engagement than those without. Tweets with two hashtags have 21% higher engagement than those with three or more hashtags.
 Instagram	Y	Interactions are highest on Instagram posts with 11+ hashtags. Use as many as you like!
 Google+	Y	Posts on Google+ are given hashtags automatically based on their content, but you can also edit them or add your own. Hashtags can also be added to your comments.
 LinkedIn	N	Do not use hashtags in LinkedIn posts.

Source: [Buffer Social](#)

Some popular hashtags within the topic of childhood mental health include #mentalhealthmatters, #mentalhealth and #earlyedchat. Research trending hashtags using a tool such as [TweetReach](#) prior to drafting your social media content.

Include Images and Video

Social media posts that include photos or video receive significantly higher engagement – over 80% more on Facebook and 35% more on Twitter than posts containing text only⁵. Be sure to check exact image dimensions before posting since they differ per social media platform. Keep text on the image to a minimum and it should ideally only occupy 20% of the entire visual when posting on Facebook. Incorporating shareable stats and bright colors can often boost performance.

⁵ Social Media Examiner, “Social Photos Generate More Engagement: New Research”:

<http://www.socialmediaexaminer.com/photos-generate-engagement-research/>

This example of a Facebook 'share graphic' or 'shareable' incorporates some of the best practices described above.

Children of color are often disproportionately impacted when it comes to disciplinary action taken in schools. Understanding the link between mental health and keeping young children in school is important to addressing this issue. Learn more: <http://bit.ly/2gxtWEZ>.



- ◆ Graphic includes key stats
- ◆ Text occupies 20% of image
- ◆ Relevant, colorful photo used
- ◆ Facebook image dimensions followed

Amplify Your Content

Organic reach – that is the number of unique users who see a post you publish – continues to decline across social media platforms. This means that even your followers, let alone the general public, may never see your posts based on organic reach alone. Consider allocating a budget towards social media content promotion, which is the most cost-effective form of digital advertising, and will significantly increase the reach of your content.

While there is no recommended budget, social media advertising works like an auction – whoever has the highest daily bid will receive the most visibility. Generally, there is an average **Cost Per Engagement (CPE)** on each platform that you can use to calculate the approximate volume of engagement associated with a particular budget. The engagement will fluctuate depending on the competition, audience you are trying to reach and time of year. The more engagement your content receives, the lower your CPE.

Approximate CPE's as of December, 2016.

Platform	Average Cost Per Engagement	Sample Budget	Number of Engagements Per Post
Facebook	\$0.27	\$100	370 ⁶
Twitter	\$0.50-\$4.00	\$100	25-200 ⁷
LinkedIn	\$4.00-\$5.00	\$100	20-25 ⁸

You will need to set up an ad account on each social media platform (e.g. Facebook, Twitter, LinkedIn) in order to execute social media advertising. Most are self-service, which means you can launch a campaign independently of an advertising representative.

Measure Your Progress

Unlike many other mediums, actions taken on social media are measurable and can be tracked in real time. Most social media platforms include a built-in analytics tool that allows you to gauge the performance of your content and make adjustments as needed.

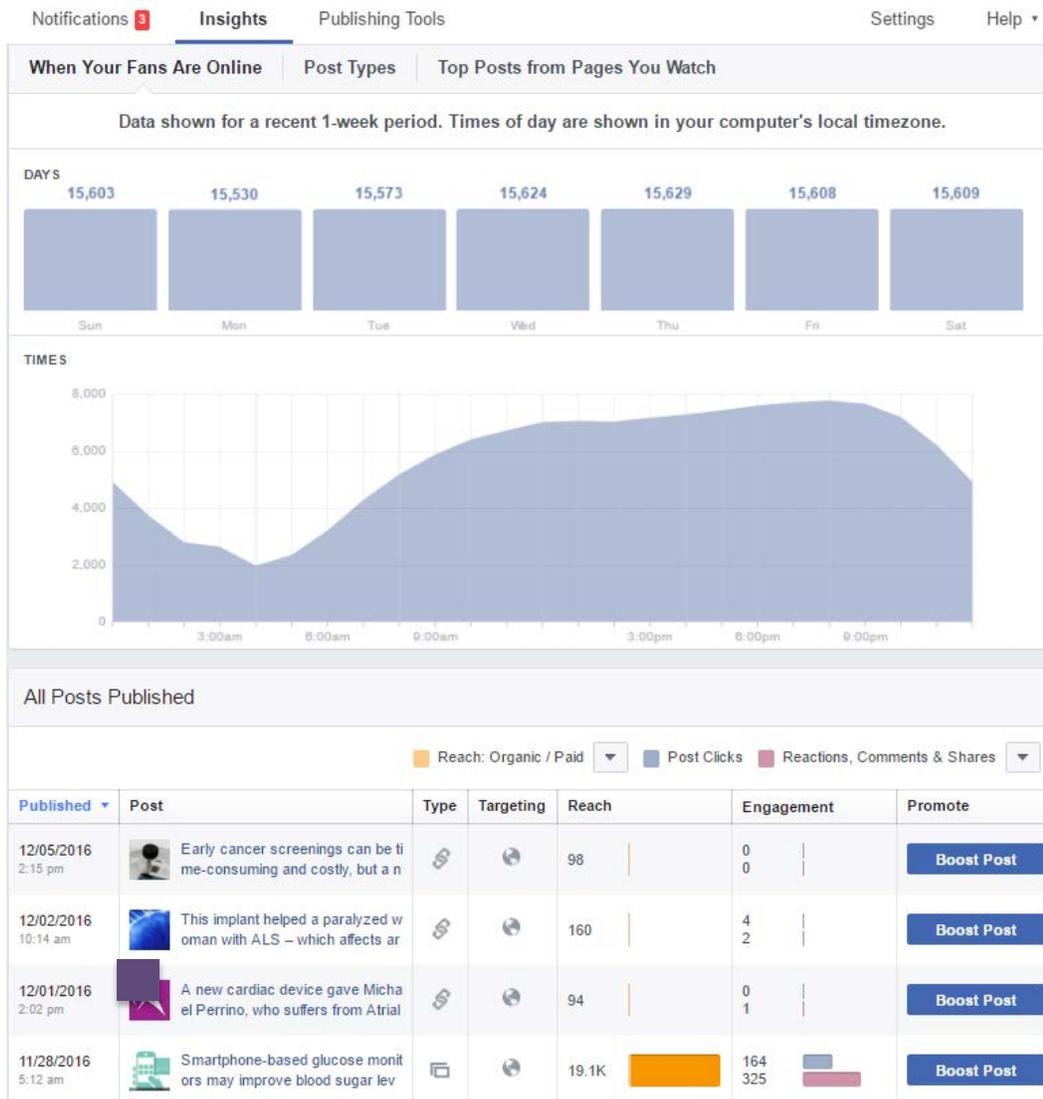
For example, the 'Insights' tab of any Facebook page you manage will capture key information such as the types of posts that have performed best (links vs. images), as well as when your followers are most active on Facebook (day of week and time) so you can schedule future content accordingly. Under the 'Publishing Tools' tab, you will be able to save drafts and schedule content for a specific date and time.

⁶ AdEspresso, "The Complete Resource to Understanding Facebook Ads Cost – 2016 Q2 Results!" 2016, <https://adespresso.com/academy/blog/facebook-ads-cost/>

⁷ The Brand Agent, "How Much Does a Promoted Tweet Cost?", 2015, <https://celeb-brand-agent.com/2015/02/26/how-much-does-a-promoted-tweet-cost/>

⁸ Kissmetrics Blog: "Guide to LinkedIn Ads", <https://blog.kissmetrics.com/guide-to-linkedin-ads1/>

Please see example below.



← The most followers of this page are active on Facebook on Thursdays

← This sample audience is most active at 8:30pm ET

← Images performed better than links on this page, supported by Facebook advertising (paid reach is in dark orange)

Source: Facebook Insights

Social Media Content Checklist

This content checklist provides a guide for evaluating whether the social media content you create is a) aligned with your communications priorities and b) follows best practices. The goal is to be able to check off every item on this list for each piece of content prior to sharing on your social media channels.

Good social media content meets the following criteria:

Message Priorities:

- The content aligns with a messaging priority that you have identified as a focus for your social media presence

Social Media Goals:

- The content supports a social media goal, such as **increasing awareness, engagement or conversions**
- The content includes a suggested action for engagement, such as **clicks, likes, comments or shares**
- The content performance can be measured by a key performance indicator such as an **increase in the volume of impressions or engagements**

Content Guidelines:

- The content is formatted for best use and display on the specific social media channel
- The content targets a key social media audience
- The content links to an owned digital property or reputable third-party source
- The content contains the number of hashtags appropriate to that social media channel (see 'Use Hashtags Appropriately' section)
- The post contains a photo, video or link
- A link shortener has been used if the post contains a link
- The content concept and language is consistent with your voice and tone
- The content feels authentic and promotes two-way engagement with audiences
- The content is reviewed and approved by all necessary stakeholders
- The content has visibility or advertising support in addition to organic reach (optional)



Key Social Media Accounts

Following and engaging with relevant accounts on social media is an important step in building your following and reach organically. Here is a list of some key Twitter accounts involved in the development of this toolbox that you may wish to follow to help you get started:

- ◆ Administration for Children & Families (ACF): @ACFHHS
- ◆ Education Development Center: @Edctweets
- ◆ Georgetown University: @Georgetown
- ◆ Georgetown Center for Child and Human Development: @GUUCEDD
- ◆ Health Resources and Services Administration (HRSA): @HRSAgov
- ◆ National Congress of American Indians: @NCAI1944
- ◆ National Caucus of Native American State Legislators: @NCSLorg
- ◆ National Head Start Association: @NatlHeadStart
- ◆ Substance Abuse and Mental Health Services Administration (SAMHSA): @Samhsagov

Sample Social Media Content

Facebook

Facebook is your primary place for broad awareness and engagement. Personal stories, user-generated content and shareable factoids perform best on this channel.

Facebook Example 1

Facebook Post Copy: When preschoolers are given access to mental health services, expulsions are reduced by as much as 47%, yet only 1 in 5 pre-K teachers have specific training on facilitating children’s social and emotional growth. Learn how the emerging field of mental health consultation can help young children succeed in life: <https://www.samhsa.gov/iecmhc/toolbox>



Visual Example:



Facebook Example 2

Facebook Post Copy: Children of color are often disproportionately impacted when it comes to disciplinary action taken in schools. Understanding the link between mental health and keeping young children in school is important to addressing this issue. Learn more: <https://www.samhsa.gov/iecmhc/toolbox>

Visual Example:



Sources:

- ◆ U.S. Department of Health and Human Services, U.S. Department of Education, School Psychology Quarterly study, Child Mind Institute's 2016 Children's Mental Health Report
- ◆ David Anderson, ADHD and Behavior Disorders Center at the Child Mind Institute, Infant Mental Health Journal, Michigan State University
- ◆ U.S. Department of Education Office for Civil Rights

Twitter

Twitter is your place for real-time engagement and participating in trending conversations. It is a key platform for reaching policymakers and influencing policy discussions surrounding infant and early childhood mental health. Look out for regularly scheduled 'tweet chats' on childhood mental health. These are planned discussions on a particular topic at a designated time, and usually identified by a unique hashtag.

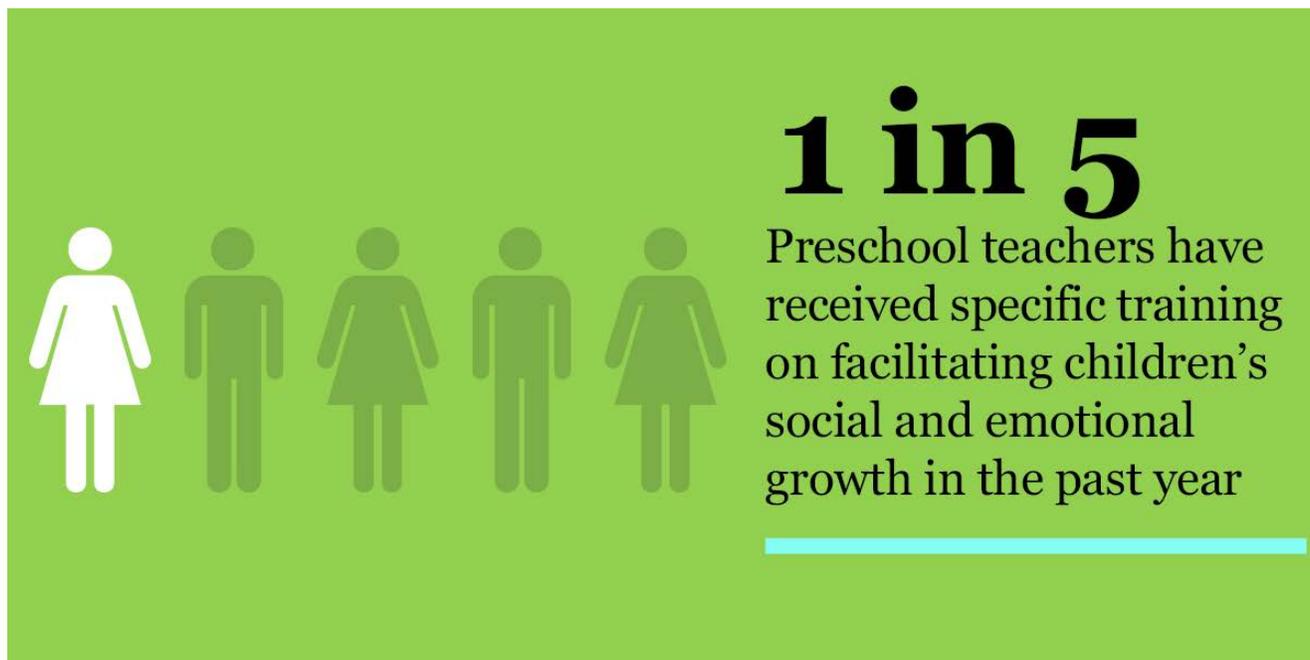
Twitter Example 1

Twitter Copy: Learn about the emerging field of #MentalHealthConsultation & how it can help #PreK kids succeed in life: <https://www.samhsa.gov/iecmhc/toolbox>

[105 characters without the link leaving room to include the shortened link to the toolbox or other resource of your choosing. You cannot exceed 140 characters]

Visual Example:

Note that Twitter images are more rectangular than Facebook images, which are more square in shape



Twitter Example 2

Twitter Copy: Understanding the link between #mentalhealth and #preschool suspensions/expulsions is important. Learn more: <https://www.samhsa.gov/iecmhc/toolbox>

[108 characters without the link leaving room to include the shortened link to the toolbox or other resource. You cannot exceed 140 characters]

Visual Example:



LinkedIn

LinkedIn is your primary channel for thought leadership and education, such as links to interesting articles and studies. As a professional networking site, the tone on LinkedIn is slightly more formal than on other social media sites. It will be most similar to your Facebook posts in length and style.

LinkedIn Example 1

LinkedIn Copy:

When preschoolers are given access to mental health services, expulsions are reduced by as much as 47%, yet only 1 in 5 pre-K teachers have specific training on facilitating children’s social and emotional growth. Learn about the emerging field of mental health consultation and how it can help young children succeed at <https://www.samhsa.gov/iecmhc/toolbox>

LinkedIn Example 2

LinkedIn Copy:

Children of color are often disproportionately impacted when it comes to disciplinary action taken in schools. Understanding the link between mental health and keeping young children in school is important to addressing this issue. Learn more: <https://www.samhsa.gov/iecmhc/toolbox>

Note: You can include an image in your LinkedIn posts; most links you add should automatically pull an image from the article to display